

# Tourist profile by municipality

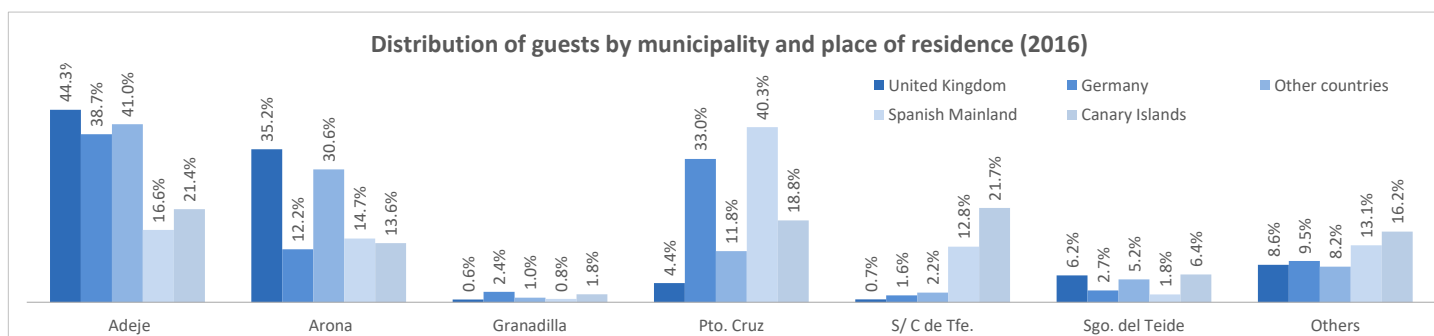
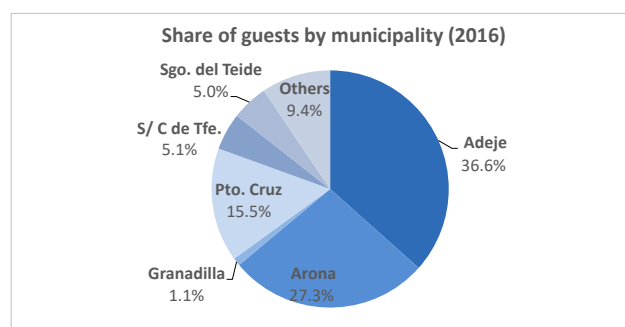
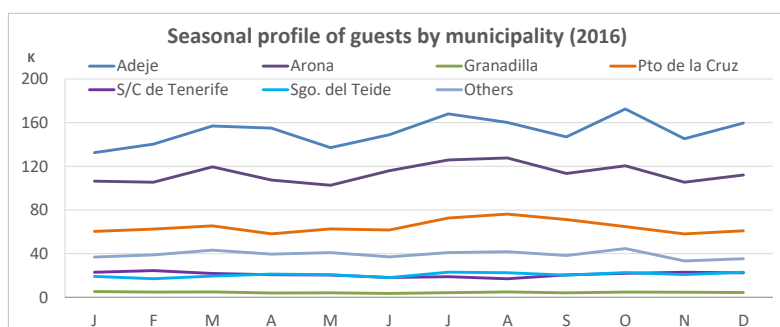
## Tenerife (2016)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay								Accommodation type	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	1,639,766	1,223,103	41,344	471,338	88,472	210,114	328,563	<b>4,002,700</b>	2,823,375	1,179,325
- United Kingdom	780,564	620,462	11,227	77,449	11,893	108,717	151,832	1,762,144	1,175,971	586,173
- Germany	240,816	75,828	14,885	205,370	9,942	16,848	59,099	622,788	514,097	108,691
Spanish Mainland	91,746	80,787	4,202	222,102	70,450	9,903	72,224	<b>551,414</b>	463,633	56,679
Canary Islands	91,828	58,333	7,777	80,854	93,058	27,458	69,636	<b>428,944</b>	318,091	110,853
<b>Total</b>	<b>1,823,340</b>	<b>1,362,223</b>	<b>53,323</b>	<b>774,294</b>	<b>251,980</b>	<b>247,475</b>	<b>470,423</b>	<b>4,983,058</b>	<b>3,605,099</b>	<b>1,346,857</b>

Place of residence:	Municipality of stay (%)								Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Others	Tenerife	Hotel	Apartment
International	41.0%	30.6%	1.0%	11.8%	2.2%	5.2%	8.2%	<b>100%</b>	70.5%	29.5%
- United Kingdom	44.3%	35.2%	0.6%	4.4%	0.7%	6.2%	8.6%	<b>100%</b>	66.7%	33.3%
- Germany	38.7%	12.2%	2.4%	33.0%	1.6%	2.7%	9.5%	<b>100%</b>	82.5%	17.5%
Spanish Mainland	16.6%	14.7%	0.8%	40.3%	12.8%	1.8%	13.1%	<b>100%</b>	84.1%	10.3%
Canary Islands	21.4%	13.6%	1.8%	18.8%	21.7%	6.4%	16.2%	<b>100%</b>	74.2%	25.8%
<b>Total</b>	<b>36.6%</b>	<b>27.3%</b>	<b>1.1%</b>	<b>15.5%</b>	<b>5.1%</b>	<b>5.0%</b>	<b>9.4%</b>	<b>100%</b>	<b>72.3%</b>	<b>27.0%</b>



### Other indicators

	Municipality of stay (%)								Accommodation type (%)	
	Adeje	Arona	Granadilla	Pto. Cruz	S/ C de Tfe.	Sgo. del Teide	Resto	Tenerife	Hotel	Apartment
<b>Bednights</b>										
International	13,803,781	10,574,211	254,931	4,078,764	265,791	1,857,075	2,428,308	<b>33,262,861</b>	22,469,596	10,793,265
- United Kingdom	6,259,246	5,253,585	77,860	589,961	44,681	1,001,712	1,115,483	14,342,528	9,040,701	5,301,827
- Germany	2,259,719	713,311	77,860	2,073,599	37,961	142,414	506,392	5,838,480	4,646,574	1,191,906
Spanish Mainland	548,958	459,719	11,651	1,321,544	155,573	66,479	344,571	<b>2,679,051</b>	2,407,984	500,511
Canary Islands	393,312	270,377	20,892	242,480	170,729	133,397	333,036	<b>1,564,223</b>	1,080,275	483,948
<b>Total</b>	<b>14,746,051</b>	<b>11,304,307</b>	<b>287,474</b>	<b>5,642,788</b>	<b>592,093</b>	<b>2,056,951</b>	<b>3,105,915</b>	<b>37,506,135</b>	<b>25,957,855</b>	<b>11,777,724</b>
<b>Length of stay</b>										
International	8.4	8.7	6.2	8.7	3.0	8.8	7.4	<b>8.3</b>	8.0	9.2
- United Kingdom	8.0	8.5	6.9	7.6	3.8	9.2	7.4	8.1	7.7	9.0
- Germany	9.4	9.4	7.1	10.1	3.8	8.5	8.6	9.4	9.0	11.0
Spanish Mainland	5.1	5.3	2.7	5.2	2.0	5.4	4.8	<b>4.6</b>	4.5	5.0
Canary Islands	4.3	4.6	2.7	3.0	1.8	4.9	4.8	<b>3.7</b>	3.4	4.4
<b>Total</b>	<b>8.1</b>	<b>8.3</b>	<b>5.4</b>	<b>7.3</b>	<b>2.4</b>	<b>8.3</b>	<b>6.6</b>	<b>7.6</b>	<b>7.2</b>	<b>8.6</b>
<b>ADR (€)</b>	93.6	77.9	55.6	47.3	60.7	89.1	94.1	<b>79.9</b>	90.0	52.2
<b>RevPar (€)</b>	83.1	66.5	43.0	38.8	43.3	72.6	73.4	<b>67.6</b>	77.9	41.4
<b>Bed-space occupancy rate (%)</b>	62.3	55.1	53.4	58.5	43.4	56.5	54.6	<b>58.0</b>	86.6	49.4
<b>Occupancy rate per room/apartment (%)</b>	88.8	85.3	77.4	82.1	71.3	81.5	78.0	<b>84.7</b>	81.3	79.8

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

# Tourist profile by municipality

## Tenerife (2016)



## Profile of tourist visiting Tenerife by municipality of stay

### Where are they from?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Tourists (&gt; 16 years old)</b>					
United Kingdom	731,887	629,593	111,377	47,104	122,426
Germany	240,291	81,434	211,182	16,126	22,823
Spanish Mainland	123,375	95,884	189,325	67,299	16,318
Others	633,023	562,326	175,338	41,455	87,515
<b>Share by place of residence (%)</b>					
United Kingdom	38.1%	32.8%	5.8%	2.5%	6%
Germany	35.8%	12.1%	31.5%	2.4%	3%
Spanish Mainland	20.4%	15.8%	31.2%	11.1%	3%
Others	37.5%	33.3%	10.4%	2.5%	5%

### How much do they spend?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Tourist arrivals (> 16 years old)	1,728,575	1,369,237	687,221	171,983	249,081
Average daily expenditure (€)	148.67	136.09	122.03	141.85	122.49
in their place of residence	108.24	92.33	84.46	96.48	91.32
in the Canary Islands	40.43	43.76	37.57	45.37	31.17
Average length of stay	8.83	9.26	8.80	7.87	8.96
Turnover per tourist (€)	1,194	1,122	982	868	1,011
Total turnover (> 16 years old) (€m)	2,063	1,536	675	149	252
Share of total turnover	38.3%	28.5%	12.5%	2.8%	4.7%
Share of total tourists	35.4%	28.0%	14.1%	3.5%	5.1%

### What is their main reason for coming?

Trip reasons	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Holidays	97.5%	96.8%	96.6%	70.5%	97.7%
Professional or family reasons	2.1%	2.5%	3.1%	28.8%	2.3%
Other reason	0.4%	0.6%	0.3%	0.7%	0.0%

### What did motivate them to come?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Previous visits to the Canary Islands	63.8%	64.9%	52.0%	44.2%	57.2%
Recommendation by friends or relatives	35.5%	39.2%	37.4%	31.4%	35.7%
Tour Operator's brochure or catalogue	6.6%	4.7%	5.9%	4.2%	8.6%
Recommendation by Travel Agent	10.1%	7.1%	8.3%	1.6%	10.6%
Internet	21.2%	20.6%	31.9%	16.7%	24.2%
Others	8.6%	8.6%	13.5%	31.7%	10.7%

\* Multi-choice question

### Why do they choose Fuerteventura?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Climate/sun	93.0%	92.2%	83.4%	63.9%	90.5%
Tranquillity/rest/relaxation	32.5%	29.2%	30.5%	19.3%	30.8%
Beaches	28.8%	31.3%	19.4%	22.2%	18.5%
Scenery	21.7%	17.7%	42.9%	27.3%	32.5%
Visiting new places	13.5%	11.9%	23.7%	16.9%	17.4%
Price	11.2%	14.5%	14.7%	9.6%	14.7%
Ease of travel	10.0%	8.3%	4.6%	5.9%	7.6%
Suitable destination for children	9.8%	8.7%	4.8%	2.9%	10.4%
Culture	7.7%	6.6%	16.6%	12.3%	11.4%
Quality of the environment	6.9%	6.6%	5.8%	6.2%	6.4%
Security	11.4%	9.9%	8.4%	4.9%	11.1%
Sports	4.2%	3.3%	1.7%	3.7%	3.6%
Others	19.5%	28.3%	16.7%	39.3%	13.0%

\* Multi-choice question

### How do they book?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Flight booking</b>					
Tour Operator	45.7%	44.7%	37.4%	27.1%	51.5%
Airline	24.7%	31.1%	20.6%	44.0%	22.6%
Travel agency (High street)	20.2%	14.5%	23.6%	12.8%	15.1%
Online Travel Agency (OTA)	9.4%	9.8%	18.3%	16.1%	10.8%
<b>Accommodation booking</b>					
Tour Operator	46.3%	45.4%	38.3%	28.4%	54%
Accommodation	15.6%	20.8%	10.7%	23.1%	14%
Travel agency (High street)	23.2%	17.2%	25.6%	15.9%	17%
Online Travel Agency (OTA)	15.0%	16.5%	25.5%	32.6%	15%

### What do they book at their place of residence?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Flight only	8.5%	9.6%	6.3%	36.5%	10.3%
Flight & accommodation (room or	24.2%	35.2%	19.9%	21.7%	23.4%
Flight & accommodation (B&B)	8.2%	9.7%	12.6%	13.5%	6.6%
Flight & accommodation (half boar	22.7%	19.4%	34.3%	6.0%	14.8%
Flight & accommodation (full boar	4.1%	3.3%	5.7%	7.0%	3.4%
Flight & accommodation (all inclus	31.5%	22.1%	20.8%	14.7%	39.6%
<b>% Tourists using low-cost airlines</b>					
49.3%	55.5%	49.4%	56.8%	47.3%	
<b>Other expenses in their place of residence <sup>(*)</sup>:</b>					
- Excursions	6.2%	5.4%	9.2%	5.1%	7.0%
- Car rental	10.3%	8.0%	19.1%	16.8%	15.2%
- Other expenses	6.9%	5.8%	6.7%	12.3%	12.4%

\* Multi-choice question

### Where do they stay?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Type of accommodation</b>					
<b>All markets</b>					
- Hotel	72.7%	50.5%	72.5%	40.5%	60.1%
- Apartment	22.5%	43.1%	23.4%	10.0%	33.7%
- Other type of accommodation	4.8%	6.3%	4.1%	49.4%	6.3%
<b>German market</b>					
- Hotel	80.7%	69.3%	78.5%	42.6%	73.1%
- Apartment	15.9%	22.8%	17.0%	17.8%	14.8%
- Other type of accommodation	3.5%	7.9%	4.5%	39.6%	12.2%
<b>Spanish Mainland market</b>					
- Hotel	75.8%	58.0%	75.7%	47.3%	54.7%
- Apartment	15.6%	29.7%	21.1%	8.6%	38.4%
- Other type of accommodation	8.6%	12.3%	3.2%	44.1%	6.9%
<b>British market</b>					
- Hotel	68.7%	46.7%	72.2%	21.0%	56.6%
- Apartment	26.4%	47.8%	23.2%	2.9%	37.0%
- Other type of accommodation	5.0%	5.5%	4.6%	76.1%	6.3%
<b>Other markets</b>					
- Hotel	73.7%	50.8%	62.2%	50.9%	62.5%
- Apartment	21.9%	43.2%	33.6%	17.5%	33.0%
- Other type of accommodation	4.4%	6.0%	4.2%	31.7%	4.5%
<b>Length of stay by type of accommodation</b>					
<b>All markets</b>					
- Hotel	8.3	8.3	8.3	5.8	8.3
- Apartment	9.8	9.8	9.8	9.7	9.2
- Other type of accommodation	12.0	12.6	12.7	9.2	13.7

# Tourist profile by municipality

## Tenerife (2016)



### How many islands did they visit in this trip?

Number of islands	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
One island	91.1%	91.6%	90.8%	73.6%	90.2%
Two islands	7.2%	6.8%	7.5%	14.8%	8.2%
Three or more islands	1.7%	1.6%	1.7%	11.6%	1.6%

### Who are they?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Gender</b>					
Percentage of men	48.1%	46.8%	48.4%	56.1%	41.6%
Percentage of women	51.9%	53.2%	51.6%	43.9%	58.4%
<b>Age range</b>					
16-44 years old	50.9%	55.3%	52.7%	69.3%	51.7%
Over 44 years old	49.1%	44.7%	47.3%	30.7%	48.3%
<b>Occupation</b>					
Active	80.9%	80.1%	77.0%	82.5%	78.9%
Inactive	19.1%	19.9%	23.0%	17.5%	21.1%
<b>Annual household income level</b>					
€12,000 - €48,000	52.1%	57.2%	66.3%	62.4%	55.0%
More than €48,000	47.9%	42.8%	33.7%	37.6%	45.0%

### Who do they come with?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Partner	68.6%	64.4%	71.4%	44.8%	71.9%
Children	28.6%	23.7%	20.2%	14.2%	33.5%
Other relatives	11.8%	12.2%	8.2%	7.8%	12.5%
Others	8.8%	10.9%	8.5%	13.4%	7.4%
With children (< 13 year old)	24.0%	20.1%	15.2%	10.2%	27.7%

\* Multi-choice question

### How do they rate the destination?

Impression of their stay	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Good or very good (% tourists)	93.8%	94.5%	93.8%	93.5%	95.4%

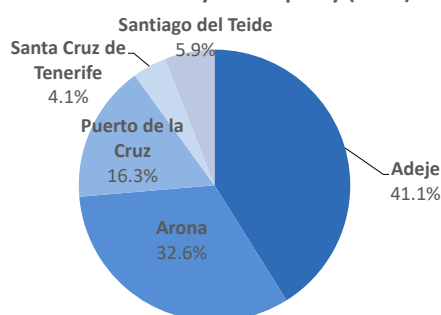
### How do they rate the following features and services?

(Scale 1 - 10)	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
Accommodation	8.2	8.0	7.5	8.5	8.1
Quality of accommodation	8.2	8.0	7.4	8.4	8.1
Treatment at accommodation	8.5	8.3	8.0	8.8	8.4
Quality of the food	7.9	7.7	6.9	8.3	7.6
Environmental	8.3	8.3	8.0	8.3	8.5
Climate	8.7	8.8	8.0	8.4	9.0
Bathing areas	8.2	8.2	7.3	7.8	7.9
Tranquility	8.5	8.5	8.8	8.8	8.9
Cleanliness	8.3	8.3	8.2	8.4	8.5
Quality of the environment	8.0	7.9	7.9	8.2	8.3
Scenery	8.2	8.1	7.9	7.9	8.3
Restaurants	8.0	7.9	7.8	8.2	8.0
Quality of restaurants	8.0	7.9	7.6	8.0	7.9
Treatment from restaurant staff	7.7	7.6	7.6	8.0	7.6
Prices	8.3	8.2	8.1	8.5	8.3
Local food and drink	7.9	7.8	7.8	8.3	8.1
Leisure activities	7.9	7.8	7.5	7.8	7.8
Cultural activities	7.6	7.6	7.5	7.9	7.7
Sporting activities	7.9	7.8	7.4	8.0	7.8
Health-related activities, well-being	7.3	7.2	6.1	7.1	7.1
Organized excursions	8.6	8.5	8.4	8.1	8.4
Recreational facilities for children	7.9	8.0	7.1	7.8	7.3
Theme parks	8.1	8.0	7.7	7.9	8.1
Golf	7.8	7.7	7.1	7.5	7.8
Nightlife, fun	7.7	7.7	7.2	7.9	7.6
Services and infrastructures	8.1	8.2	7.9	8.1	8.1
Bus services	7.9	8.0	7.7	7.8	8.0
Hospitality	8.3	8.5	8.2	8.0	8.2
Security	8.1	8.1	8.0	8.1	8.3
Taxi services	8.4	8.3	8.2	8.5	8.4
State of roads	7.8	7.9	7.3	7.7	7.9
Car rental	7.8	8.0	7.6	7.8	7.4
Quality and variety of shops	8.6	8.6	8.5	8.8	8.6
Total	8.12	8.09	7.79	8.17	8.15

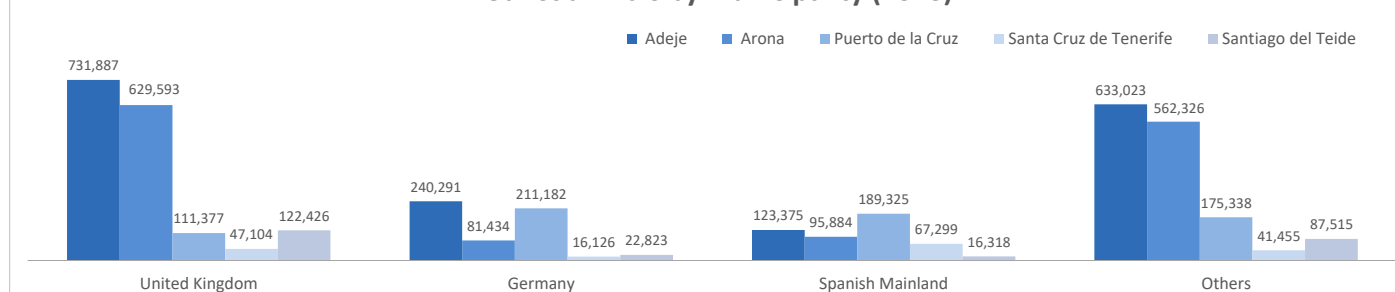
### How many are loyal to the destination?

	Adeje	Arona	Pto Cruz	Santa Cruz	Sgo Teide
<b>Repeat tourists</b>					
- Germany	74.0%	69.8%	67.8%	75.4%	79.4%
- Spanish Mainland	76.1%	78.5%	64.1%	79.9%	73.8%
- United Kingdom	83.2%	84.2%	73.5%	72.8%	72.4%
- Others	67.5%	70.5%	58.4%	52.3%	54.2%
<b>Repeater (more than 3 visits)</b>					
- Germany	26.1%	32.2%	23.4%	19.4%	37.3%
- Spanish Mainland	29.6%	29.6%	15.6%	37.5%	23.6%
- United Kingdom	41.4%	44.4%	24.2%	39.3%	40.9%
- Others	28.1%	30.1%	21.8%	13.4%	21.3%

Share of tourists by municipality (2016)



Tourist arrivals by municipality (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC).